

DETAILED ACTION

1. This action is responsive to the amendment filed on May 4, 2009. Claims 4-5 and 9-17 are cancelled. Claims 1, 3-5, 7-11, 13-15 and 17-20 are pending. Claims 1, 3-5, 7-11, 13-15 and 17-20 represent turnkey reseller program for registering domain names.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Chris Watt (Reg. No. 60,947), the attorney in record, gave authorization for this Examiner's Amendment over the telephone during an interview. The claims amendments are as follow:

PLEASE AMEND THE CLAIMS AS FOLLOWS:

1. (previously presented) A system for utilizing a [[A]] reseller program ~~utilizing on~~ a computer network, the system [[for]] allowing ~~a plurality of a~~ Customer[[s]] to register ~~one or more~~ a domain name[[s]] via a Registrar[[.]] and comprising:
 - A) means for accepting ~~a plurality of a~~ Reseller[[s]] into the [[a]] reseller program;
 - B) means for creating a registrar web site for receiving the domain name from the Customer and registering the domain name[[s]] with an appropriate a Registry, the registrar web site comprising a custom layout,

the custom layout comprising advertisement banners, pricing information or other information specifically selected by the Reseller;

- C) means for allowing ~~a plurality of~~ the Customer[[s]] to register ~~one or more~~ the domain name[[s]] via the registrar web site, wherein ~~at least one of the plurality of~~ Customer[[s]] was guided to the registrar web site from an action[[s]] by ~~one of the plurality of~~ Reseller[[s]];
- D) means for collecting a fee from ~~each~~ the Customer that registers [[a]] the domain name; ~~and~~
- E) means for compensating ~~each~~ the Reseller that guided [[a]] the Customer to the registrar web site that registered [[a]] the domain name[.]; and
- F) means for creating an administration web site configured to allow the Reseller to enter the reseller program, and configured to customize, by the Reseller, the registrar web site for the Customer.

2. (cancelled)
3. (original) The system ~~reseller program~~ of claim 1, wherein the action[[s]] by ~~one of the plurality of~~ the Reseller[[s]] includes advertisement.
4. (original) The system ~~reseller program~~ of claim 1, further including comprising means [[to]] for registering the domain name[[s]] via a proxy service, wherein

proxy contact information is made publicly available while the Customer receives legal rights in the domain name.

5. (original) The system reseller program of claim 1, wherein the action[[s]] by ~~one of the plurality of the~~ Reseller[[s]] includes creating a link to the registrar web site from ~~another~~ a second web site.
6. (cancelled)
7. (original) The system reseller program of claim [[6]] 1, wherein the registrar web site ~~has the ability to accept~~s domain names from the Customer[[s]], ~~accepts~~ information regarding the Customer[[s]], ~~checks~~ on availability of the domain name[[s]], ~~collects~~ a fee from the Customer[[s]], registers the domain name and other available domain names for the Customer[[s]], associates the Customer[[s]] with [[a]] the Reseller and ~~compensates the plurality of~~ Reseller[[s]] based on [[the]] actions of the [[ir]] ~~associated~~ Customer[[s]].
8. (original) The system reseller program of claim [[6]] 1, wherein the administration web site offers [[the]] an option to the Reseller[[s]] to receive an electronic payment[[s]] from the Registrar based on activities of the Customer of the Resellers'-Customers.

9. (original) The ~~system reseller program~~ of claim ~~[[6]] 1~~, wherein the administration web site offers ~~[[the]]~~ an option to the Reseller~~[[s]]~~ to offer registering the domain name~~[[s]]~~ via a proxy service, wherein proxy contact information is made publicly available while the Customer receives legal rights in the domain name.
10. (original) The ~~system reseller program~~ of claim ~~[[6]] 1~~, wherein the administration web site offers ~~[[the]]~~ an option to the Reseller to display a report showing commission payments during a selected time period~~[[s]]~~.
11. (original) A computer implemented process for allowing a ~~plurality of~~ Customer~~[[s]]~~ to register ~~one or more~~ a domain name~~[[s]]~~ via a reseller program, comprising the steps of:
- A) accepting a ~~plurality of~~ Reseller~~[[s]]~~ into ~~[[a]]~~ the reseller program;
 - B) creating, by a computer, a registrar web site for registering the domain name~~[[s]]~~ with ~~an appropriate~~ a Registry, said registrar web site comprising a custom layout, the custom layout comprising advertisement banners, pricing information or other information specifically selected by the Reseller;
 - C) allowing a ~~plurality of~~ the Customer~~[[s]]~~ to register ~~one or more~~ the domain name~~[[s]]~~ via the registrar web site, wherein ~~at least one of the plurality of the~~ Customer~~[[s]]~~ was guided to the registrar web site from an action~~[[s]]~~ by ~~one of the plurality of the~~ the Reseller~~[[s]]~~;

- D) collecting a fee from ~~[[each]]~~ the Customer that registers ~~[[a]]~~ the domain name; ~~and~~
 - E) compensating ~~[[each]]~~ the Reseller that guided ~~[[a]]~~ the Customer to the registrar web site that registered ~~[[a]]~~ the domain name~~[[.]]; and~~
 - F) creating an administration web site configured to allow the Reseller to enter the reseller program, and configured to customize, by the Reseller, the registrar web site for the Customer.
12. (cancelled)
13. (original) The computer implemented process of claim 11, further ~~including~~ comprising the step of allowing the domain name~~[[s]]~~ to be registered via a proxy service ~~having~~ contact information, wherein the proxy service contact information is made publicly available while the Customer receives legal rights in the domain name.
14. (original) The computer implemented process of claim 11, wherein the action~~[[s]]~~ by ~~one of the plurality of~~ the Reseller~~[[s]]~~ includes placement of the registrar web site in a search engine.

15. (original) The computer implemented process of claim 11, wherein the action[[s]] by ~~one of the plurality of the~~ Reseller[[s]] includes creating a link to the [[R]]registrar web site from ~~another~~ a second web site.
16. (cancelled)
17. (original) The computer implemented process of claim [[16]] 11, wherein the registrar web site ~~has the ability to~~ accepts the domain name[[s]] from the Customer[[s]], accepts information regarding the Customer[[s]], checks on availability of the domain name[[s]] accepted from the Customer[[s]], collects a fee from the Customer[[s]], registers the domain name or other available domain names for the Customer[[s]], associates the Customer[[s]] with [[a]] the Reseller and compensates the plurality of Reseller[[s]] based on [[the]] actions of the~~[[ir]]~~ associated Customer[[s]].
18. (original) The computer implemented process of claim [[16]] 11, wherein the administration web site offers [[the]] an option to the Reseller[[s]] to receive electronic payments from the Registrar based on activities of the~~[[ir]]~~ associated Customer[[s]].
19. (original) The computer implemented process of claim [[16]] 11, wherein the administration web site offers [[the]] an option to the Reseller[[s]] to offer

registering the domain name[[s]] via a proxy service, wherein proxy contact information is made publicly available while the Customer receives legal rights in the domain name.

20. (original) The computer implemented process of claim [[16]] 11, wherein the administration web site offers [[the]] an option to the Reseller to display a report showing commission payments during selected time periods.

Allowable Subject Matter

3. Claims 1, 3-5, 7-11, 13-15 and 17-20 are allowed.
4. The following is an Examiner's statement of reasons for allowance: The prior arts in record fail to teach "creating a registrar web site comprising a custom layout, and the custom layout comprising advertisement banners, pricing information or other information specifically selected by the Reseller, guiding the customer to the registrar web site, and creating an administration web site configured to allow the Reseller to enter the reseller program, and configured to customize, by the Reseller, the registrar web site for the Customer" as described in claims 1 and 11.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to El Hadji M Sall whose telephone number is 571-272-4010. The examiner can normally be reached on 8:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on 571-272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/El Hadji M Sall/

Examiner, Art Unit 2457

/Salad Abdullahi/

Primary Examiner, Art Unit 2457

